Appl. No. 10/014,190
Amdt. Dated January 19, 2005
Reply to Office Action of November 04, 2004

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

Application:

Listing of Claims:

1. (currently amended): A method ~~of detecting and analyzing the presence of a logo,~~ for insuring the video broadcast of a logo for a period of time, comprising the steps of:

receiving at least one video datastream of an event;

identifying one or more regions of interest (ROIs) ~~for the logo~~ having characteristics associated with a logo of interest in one or more images comprising the at least one datastream;

analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs; ~~and~~

~~using~~ responding to the detection of the presence of the logo ~~in making one of a~~ for selectively broadcasting ~~decision and an advertising decision.~~ the associated ROI for at least a minimum period of time; and

tracking in real time the total time the logo is present during the period of time the event is broadcast, to permit associated advertisers to independently confirm acceptable broadcast of paid for advertising.

2. (original): The method of Claim 1, wherein the at least one video datastream

comprises a single broadcast datastream.

3.   (canceled).

4.   (canceled).

5. (currently amended): The method of Claim 1, wherein the at least one video

datastream comprises two or more separate video datastreams, the two or more datastreams

being individually selectable for broadcasting the event. event via the one's of said

datastreams showing the logo until the total time the logo has been broadcasted during the

event is at least equivalent to the associated paid for advertising time.

6.   (canceled).

7.   (canceled)

8. (original): The method of Claim 1, wherein the step of identifying one or more

ROIs for the logo is based on at least one of a color, shape, and texture of the logo.

9. (original): The method of Claim 8, wherein identifying one or more ROIs for the

logo comprises identifying a number of adjacent pixels having the same color as the logo.

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10. (original): The method of Claim 8, wherein identifying one or more ROIs for the logo comprises identifying measures of texture in samples of a location within the image that correspond to like measures of texture of the logo.

11. (original): The method of Claim 8, wherein identifying one or more ROIs for the logo comprises using template matching that identifies shapes within the image that correspond with the shape of the logo.

12. (original): The method of Claim 1, wherein analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs comprises using radial basis function (RBF) classification modeling.

13. (original): The method of Claim 12, wherein the RBF classification modeling includes training using images of the logo having a multiplicity of perspectives and scales.

14. (original): The method of Claim 1, wherein analyzing the one or more ROIs to detect if the logo is present in at least one of the ROIs comprises using template matching.

15. (currently amended): A system for detecting and analyzing the presence of a logo, the system comprising a processor having input that receives at least one video datastream of an event, identifies one or more regions of interest (ROIs) for the logo in one or

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more images comprising the at least one datastream, analyzes the one or more ROIs to detect

if the logo is present in at least one of the ~~ROIs~~ ROIs, and ~~monitors the presence of the logo~~

~~in the image when so detected, wherein the detection of the presence of the logo is used in~~

~~making one of a broadcasting decision and an advertising decision.~~ insures that an ROI

having the logo is broadcast during the event for at least a total period of time corresponding

to an associated advertiser's prepaid advertising.

16. (original): The system of Claim 15, wherein the processor receives one video

datastream of the event, the one video datastream comprising a single broadcast datastream.

17. (currently amended): The system of Claim 15, wherein the processor receives

two or more separate video datastreams, the two or more datastreams being individually

selectable for broadcasting the ~~event.~~ event via the one's of said datastreams showing the logo

until the total time the logo has been broadcasted during the event is at least equivalent to the

associated paid for advertising time.

18. (currently amended): Software for detecting and analyzing the presence of a logo,

the software receiving as input digital representations of images that comprise at least one

video datastream of an event, the software identifying one or more regions of interest (ROIs)

for the logo in one or more images comprising the at least one datastream, analyzing the one

or more ROIs to detect if the logo is present in at least one of the ~~ROIs~~ ROIs, and monitoring

the presence of the logo in the image when so detected, wherein the software provides an

output regarding detection of the presence of the logo that is usable in ~~making one of a~~

~~broadcasting decision and an advertising decision.~~ insuring the broadcast of the logo during

the event for a total accumulated time corresponding to paid for advertising of an advertiser.

19. (currently amended): A system for detecting and analyzing the presence of a

logo, the system comprising a processor having input that receives at least one video

datastream of an event, analyzes the image to determine if the logo is present in at least one

portion of the image and monitors the presence of the logo in the image when so detected,

wherein the detection of the presence of the logo is used in ~~making one of a broadcasting~~

~~decision and an advertising decision.~~ insuring the broadcast of the logo during the event for a

total accumulated time corresponding to paid for advertising of an advertiser.